



2007-08 SKI SEASON ADVERTISING MEDIA KIT

About Advertising on AlpineZone.com

Advertising on AlpineZone.com (www.alpinezone.com) is an excellent opportunity to present your message to thousands of Northeast skiers and snowboarders daily. There are four advertising options:

1. **160 x 600 Skyscraper Advertisements**
2. **468 x 60 / 728 x 90 Banner Advertisements**
3. **300 x 250 Rectangle Advertisements**
4. **160 x 90 / 336 x 280 Text Link Advertisements**

Only offering these limited advertising options results in two things:

1. **More visibility for our advertisers.** With a maximum of only three image ad locations per Web page, your message will have maximum impact on AlpineZone.com visitors.
2. **Less obtrusiveness for our visitors.** Our visitors will be more likely to focus on your advertising message as they will not be overwhelmed with numerous ads.

Testimonials

"AlpineZone.com's inherently Northeastern skier audience was a perfect fit for the American Skiing Company resorts and served to drive quality traffic to their respective sites. The site was both accommodating and easy to work with and provided us with strategic programs that enabled our client to reach their goals. I look forward to continuing our partnership in future seasons."

— **Amy Seeburger**

Media Planner for American Skiing Company, Sunday River Ski Resort, Sugarloaf/USA
Fulgent Media Group - Boston, Massachusetts

"AlpineZone.com really speaks directly to the Eastern skier. The people who think about skiing all day, every day are on AlpineZone.com."

— **Jeremy McKittrick**

Director of Marketing
Sugarbush Resort - Warren, Vermont

"AlpineZone.com is one of the few skiing portals on the web where you'll find honest content and passionate users; an online marketing value for anyone looking for real skiers and snowboarders."

— **Matt Sawyer**

Director, Marketing
Ski Butternut – Great Barrington, Massachusetts

"Advertising on AlpineZone.com allows us to communicate directly with a guest segment that can be tough to reach. It works really well for us."

— **Steve Wright**

Director, Marketing and Sales
Jay Peak Resort – Jay, Vermont

"AlpineZone.com is the single best way to get the pulse of the New England ski community."

— **Eric Friedman**

Marketing Director
Mad River Glen – Waitsfield, Vermont

Advertisement Overview and Pricing

160 x 600 Skyscraper Advertisements:

- 🏔 Your skyscraper ad will rotate with other advertisers' ads along the right edge of the Home page and "supporting" pages, the Skiing section, and the News section. The skyscraper ad option is **not** available on the AlpineZone Message Board.
- 🏔 The skyscraper ad will be clearly visible without a need to scroll at all common screen resolutions.
- 🏔 The cost of this targeted and highly visible advertisement is **\$9 CPM¹**.
- 🏔 The minimum order is **50,000** impressions (**\$450**).

468 x 60 or 728 x 90 Banner Advertisements:

- 🏔 Your banner ad will rotate with other advertisers' banners approximately ¼ of the way down the page resulting in maximum impact.
- 🏔 The cost is **\$5 CPM¹** for either the 468 x 60 banner or the 728 x 90 leaderboard (forums only).
- 🏔 The minimum order is **100,000** impressions (**\$500**).

300 x 250 Rectangle Advertisements:

- 🏔 Your rectangle ad will rotate with other advertisers' rectangles on the Home page (www.alpinezone.com), the Skiing main page (skiing.alpinezone.com) and embedded directly in the text of the news articles resulting in maximum impact.
- 🏔 The cost of this high visibility advertisement is **\$15 CPM¹**.
- 🏔 The minimum order is **30,000** impressions (**\$450**).

160 x 90 or 336 x 280 Text Link Advertisements:

- 🏔 Your custom text link and description image will be created by the AlpineZone.com editing staff.
- 🏔 The text will be designed to fit within a 160 x 90 or 336 x 280 pixel image.
- 🏔 The 160 x 90 image will appear in the top left corner of AlpineZone.com content Web pages.
- 🏔 The 336 x 280 image will appear after the first post on all AlpineZone.com forum threads.
- 🏔 The cost is **\$7 CPM¹** for either the 160 x 90 or 336 x 280 text link advertisements.
- 🏔 The minimum order is **70,000** impressions (**\$490**).

¹ "CPM" refers to the cost per one thousand advertisement impressions

Advertising Campaign Statistics

You will receive access to the AlpineZone.net advertising system where you can track real-time ad views and clicks, and download advertising reports as comma-separated value (CSV) files that can easily be view and analyzed in Microsoft Excel.

AlpineZone.com Advertising Contact

Greg Blasko, Founder
(203) 206-9147 - contact@alpinezone.com

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Thomaston, CT 06787

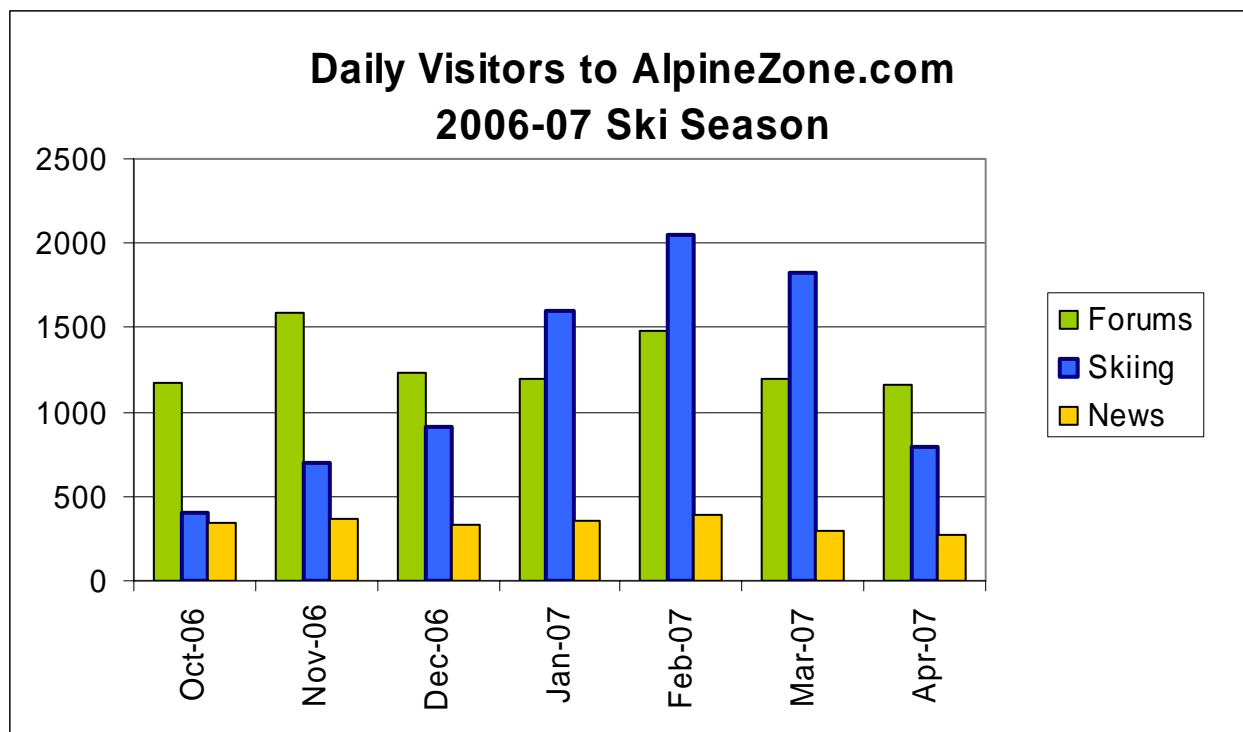
AlpineZone.com Coverage and Services

AlpineZone.com (www.alpinezone.com) is an online skiing and snowboarding guide covering New England, the Northeast and the mid-Atlantic. AlpineZone.com consists of 6 subdomains providing information and services as follows:

- 🏔️ **Forums** – forums.alpinezone.com – one of the most active Northeast skiing message board online
- 🏔️ **Skiing** – skiing.alpinezone.com – detailed ski resort profiles, ski & snow conditions, and skiing web cam images
- 🏔️ **News** – news.alpinezone.com – daily resort news for local skiers and snowboarders
- 🏔️ **Lodging** – lodging.alpinezone.com – secure online lodging reservations at most major Northeast ski resorts
- 🏔️ **Gear** – gear.alpinezone.com – thousands of outdoor-related items available for online purchase
- 🏔️ **Hiking** – hiking.alpinezone.com – the site's focus shifts towards hiking in the region after the ski season ends

AlpineZone.com Traffic Statistics

The AlpineZone.com Web site received thousands of visitors daily during the 2006-07 ski season. The following graph outlines the traffic trend for our three busiest subdomains this past season:



We expect traffic to follow a similar trend and continue to grow during the 2007-08 ski season.

AlpineZone.com Milestones

The AlpineZone.com Web site has been servicing Northeast skiers and snowboarders since 1998 and recently has achieved a number of milestones:

- 🏔️ In July 2007, the AlpineZone.com Forums surpassed 168,000 posts from passionate Northeast skiers and snowboarders.
- 🏔️ In December 2006, AlpineZone.com celebrated the start of its 8th year online.
- 🏔️ In 2004, the AlpineZone.com News section was launched and accepted as a Google News source for Google's online news aggregation service.